

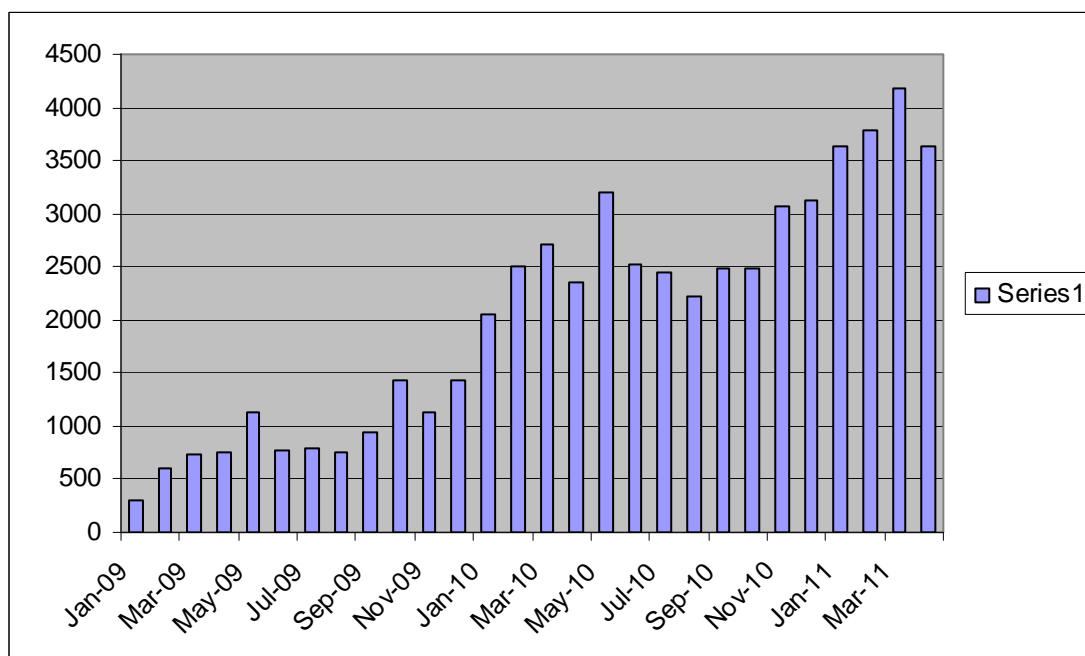
Communication and membership report

1. Communication activities to date

Newsletter: The June edition of Stronger Voice will be distributed on 14 June 2011. The newsletter will summarise LINK's priorities for 2011/12 and give updates on enter and view and LINK projects.

E-newsletter: The May e-newsletter was issued on 17 May. The deadline for the next e-newsletter is Friday 8 July for distribution on Tuesday 12 July.

Website: This graph shows the increase in visitors to the LINK website since January 2009. There were 3643 visitors to the LINK website in April 2011.



Advertising: This year we will be reducing use of paid advertising to promote LINK as we have a reduced marketing budget. We will be aiming to maximise use of free coverage through posters and local newsletters.

Press coverage: We have not issued any news releases since the last board meeting.

Publicity: Our poster promoting the young people's mental health poster competition has been distributed.

Annual report: The board has a copy of the draft design for the annual report which will be published by 30 June.

2. Membership activities to date

Christine, Alison and Meg are to meet and discuss current membership and make future recruitment plans. Hopefully LINK will be able to “piggy back” some community events which will help to promote LINKs work and the transition to HealthWatch.

If anyone knows of any such event which would be appropriate for LINK to attend please let us know.

We now currently have **258** LINK members so far. (**177** Individuals) (**67** Group) (**14** Board)

3. Issues raised:

3.1. An issue has been reported to LINK from a member of the public regarding his father’s experiences at North Tyneside General Hospital and the care he received on ward 22 after suffering a stroke. The gentleman was directed to LINK via the coalition for disabled people and spoke to Johanne and relayed his concerns.

Johanne responded and posted some information about PALS to the gentleman. He was also invited to keep in touch with LINK to let us know how things progress or if any other support is needed.

3.2. A Local resident has raised concerns with LINK on the possibility that funds to the North of Tyne Healthy Communities Collaborative are to be cut. The contact has had a number of experiences of dealing with those who have had lung and breast cancer and feels the Collaborative provides an important preventative service. Currently there are no statistics to prove the effectiveness of the Collaborative regarding prevention. However, the importance of awareness raising for early detection is nationally recognised.

Christine has sent a written reply to acknowledge the correspondence and thank the resident for getting in touch. They have been informed that this issue would go to the LINK board on 7th June. Christine will contact the resident to inform them of the board’s decision.

3.3. A LINK organisational member reported that Supporting People contracts in North Tyneside have been reduced by 5% across the board. This has been followed by a further ‘Value for Money’ exercise to reduce the contract price with providers and individual consultations to give proposals for further savings.

4. Planned activities

During the summer LINK plan to “get out and about” to various events and plan more recruitment.

Meg Woollam
Christine O’Brien